

POINT OF PURCHASE DISPLAY CONTAINER

LMB | This application claims priority of provisional application no. 60/437,682, filed on 12/31/02.

BACKGROUND

The present invention is directed to a point of purchase container apparatus. In particular, the invention is directed to a point of purchase display container which allows for the easy transport of products and the arrangement of the product container on a display board or peg board in a variety of positions.

The present invention relates in general to a point of purchase container apparatus and, in particular, to a peg board point of purchase container apparatus that can be used for not only displaying articles on a peg board, on a warehouse or retail outlet shelf, but also for the packaging, storage and transportation of the same articles during shipment.

Containers convertible from storage and transporting articles towards acting as point of purchase display units have been used for many years. Such early containers were nothing more than a box with a removable and detachable lid, such as a conventional shoe box. If the articles in the container were to be displayed, the lid would be removed and then either attached to the bottom of the container or discarded.

While functional, such arrangements did not present the articles being displayed in the most effective "merchandising" fashion. These prior art display containers would normally lie flat, horizontally on the counter or shelf. One could not vertically stack the display containers or the articles contained in the lower display container would be hidden from view. Moreover, very often the covers for the containers would become lost or misplaced.

Other display containers have been developed in which the covers or lids are attached. During the transformation from storage and transportation to point of purchase display, the cover of such prior art containers, roll back and underlie the lower displaying portion of the container. This arrangement allowed the lower displaying portion to be placed on an angle for a more pleasing presentation of the articles within the container. While providing a better display of the articles, these types of container apparatus could still not be restrainably stacked, either vertically or horizontally unless the view of the articles within the lower container was obscured. Likewise, attempts to stack often resulted in toppling, breakage or separation of displayed goods and the like.